

# Maclean's

5¢  
a copy



CANADA'S  
NATIONAL  
MAGAZINE

•  
TORONTO  
OCTOBER 15  
1 9 4 1  
•

Beginning in This  
Issue:

**"SNEAK  
PREVIEW"**

A Story of Fantastic  
Hollywood



**TURK BRODA**  
Can a Hockey Star  
Stay On Top?

Cover: "Pumpkin Girl," a natural color photograph taken for Maclean's.





# Their Needs

# Come First!

# CONSERVE RUBBER

In this national emergency, Canada's supply of rubber must be conserved for vital war needs.

Thousands of mechanized units, tanks and aeroplanes must be rubber shod. Britain needs rubber hose to fight incendiary fires. Our war industries depend on rubber to speed production.

So urgent is this emergency that the Dominion Government recently appointed a Controller of Rubber for the conservation of this vital material.

It therefore becomes the patriotic duty of every Canadian to conserve rubber. Orders for the Army, Air Force and Navy must take precedence over civilian needs.

That's why we ask you to limit your purchases to actual requirements — to buy only long-lasting quality rubber products — and then take care of them to the best of your ability.

By doing so, you save rubber and save man-power. You also save money, and aid in Canada's fight for Victory.

If you operate a car or truck, buy only first-line tires. And for maximum mileage — keep your tires properly inflated — and avoid high speeds, quick starts, sudden stops.

Invest, too, in top-quality rubber footwear — correctly fitted — for maximum service.

To help you get longer life out of your rubber goods, we offer you freely the services of those members of our engineering and sales staffs who are best qualified to solve your problems.

Remember that "Victory Depends on Rubber" — and Canada depends on you to help conserve rubber for our fighting forces.

**RUBBER**  
*does it better*



IN U.S.A. UNITED STATES RUBBER COMPANY

DOMINION RUBBER

COMPANY LIMITED





































When comfort  
means so much



It's hardly the magical point moment of the new Mission, is it? It is, however, a moment that we will all "Fall." It is this earthquake-like shift makes the new Mission worthy capital as wonderfully accessible, — so wonderfully convincing. You'll have a new feeling of reality, too, and you, in the pamphlet, could even Mission package. See Mission at your favorite store.

[illegible][illegible]

**THEIR LIVES HAVE CHANGED**

IN A VERY small way Garytown is having a war boom. But there isn't an inkling of it in the state of 'boom town' for Perry Road, Inc., at Bond Q, where newly-built plants give employment to thousands of employees scattered from the various

LET JOHNNY SAVE  
ON YOUR SHINES  
so he  
can buy  
WAR STAMPS



● Help him budget to the max. Teach him stuff. He'll be good to run the store; you give him involving the family about with Nana.



## SORE THROATS



**ALKA Seltzer**  
GET THE QUICK RELIEF  
YOU WANT  
READ THE ALKALIZER  
YOU NEED

[illegible]

Source: *Journal of the American Statistical Association*, 1997, 92, 1039-1052.

[illegible]

The dairy pays an employee a flat per acre cost of living bonus. Other plans in the dairy have also begun doing this since they have had to face compensation pressures. There is no labor organization of any kind in existence in the White Rabbit. Ninety-nine per cent of South and West employees have pledged to donate five per cent of their earnings to the purchase of New Savings Bonds, of which there for more than \$6 1/2 worth have been sold through the medium of the plant. The wages are also advanced \$1,400 for the Victory Loan. Mr. J. H. says that the dairy is doing very well and that the second harvest and then there is beginning to be a lot of work back of stored labor. It is hoped that conditions will be eased in some



Editor: William Burke looks over the

The story of Compton's effort would be incomplete without a picture of its large and active Christian Legion branch 128, which in many ways is the fountain head of war-effort enthusiasm. In its hall, which is just up the stairs from Joyce Dale's office, the members of the post get together. The Legion is at its largest of all times—when the members, through for a brief of "unionism" which has everyone there at a common effort. Situated just behind the main entrance to the Legion hall. Nearly every Legion member is certain to be found here in the evening when the boys gather—that he knows how to

She could justify to those without  
leaping on the Gargantuan. Aye! One of the hundreds of its type  
looked innocently through the  
canals, the flood through gullies,  
maneuvering and advertising  
before the machinery aware of what  
it was doing. The machinery  
is a result of man. There is not  
much more man in the world  
But he holds up at home the  
flood is the thing to read. And  
what it is at home that was  
man to become. The World's  
Was Wilson's Pond—the money is  
now in the land of the  
Yippon. Has raised more than  
\$1,000. Once a month the common  
current addresses of all the boys in  
the world service are published.

War has not brought great adversity to Birmingham. So far as it is known it has not made any great difference at the top of the hierarchy. But it does affect the ordinary everyday life of the people.

The unemployed problem has disappeared completely and substantially. During the week of July the following paragraph was included in the *World* report of the proceedings of the town council: "I, the



pyram. Base well off from middle

**Mother's**

MY CHILDREN START HOME NOW WE CAN THAT SAVORITE TO PLAY RECORDS

**Spartan Hi-Fi's Record Play in "Secret Drawer"**

Clear engineering reveals the



Model 10

SPARTO



Machine lowers die assembly to bottom of container height to charge mould.

EXPOSITION OF CANADA  
Tribute  
London, 1984









## "I won't have your sister interfering with our baby!"

A young mother teaches a former woman how to control baby-sitting



1. She tells her sister-in-law to stop by. And if she sticks in, she'll be the only one who can do it. She'll be the only one who can do it.

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**CASTORIA**

## Steam by Dawn

Continued from page 11—Slide to page 30

From small beginnings, with high standards, an enterprising couple has developed a steamship line. In 1914, we were developing rapidly when we were incorporated, and we have since then grown to a fleet of ships of which over 100 are in service.

The present line was a result of a merger of two lines, the American Steamship Line and the American Steamship Line. The present line was a result of a merger of two lines, the American Steamship Line and the American Steamship Line.

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14. She tells her sister-in-law to stop by. And if she sticks in, she'll be the only one who can do it. She'll be the only one who can do it.



**DISSOLVED IN TEARS WAS WEARY MYRT... BUT NOW GILLETTE'S DISSOLVES THE DIRT**

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# 2 Ways to SAVE GAS

**1 Dry or worn plugs wash as much as 1 gallon in 10! Drive in your nearest Regulated AC Cleaning Station. Have your spark plugs cleaned and regapped—only by a plug.**

**2 Replace worn plugs with new, zero-firing AC's, the quality spark plugs.**

**CLEAN PLUGS RISE MILES "MPG"**

**AC SPARK PLUGS MADE IN CANADA**

**See the plug GUARANTEED when you see the plug**

See the plug GUARANTEED when you see the plug

Now it's a grand house for all three of us...

**but thank goodness it raised before we raised it!**

**THE FREE BONUS!**

**Anaconda Copper**

**THE FREE BONUS!**

## Clearer Complexion by using Mergol Wax Cream

**FALSE TEETH**

**The Lesson Need Not Embarrass**

## Vigella SKIRT

**MAKES YOUR SKIRT**











## He Married Her For Her Cooking

So when the perfect girl is gone, let the lad who'd wait'd make you the dearest one who's staying—when it was just a joke. And would she cook? The best of a husband I ever had had for his job—stopping on the wagon as her folks' table no longer is with



1. I remember the first time I saw you, you were so beautiful. You had a face like a flower and a smile like a song. You were the only girl who could make me laugh and cry. You were the only girl who could make me feel like a king.



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## GRAND, THICK AND HEFTY

Add Heinz Thick Vegetable Soup to all the hearty broths in flavor of choice vegetables. It's the soup that's really marvellous—containing a dash of salt and a dash of sugar. Heinz Thick Vegetable Soup is the old home way, making it long and hearty, and warming it daily, with beans and peas. Over a dozen your vegetables are cooked through and through with the richness of soup. Use a half a cup in Heinz 25 bean soup for extra richness. It's a mark of an especially seasoned soup.

**HEINZ** Heinz **SOUP**

One of 16 kinds

57 Heinz Company, Inc., Glendale, Cal.



IT TASTES  
HOMEBY



Applying to the eye, salve to the taste, this Orange Crumb Pudding will bring the family back for more.

## So You Don't Like Bread Pudding

By EDITH S. COOMBS  
Cherbourg Institute

WELL, I'll confess people who don't like bread pudding. But here are some recipes which will make you change your mind—recipes using bread, but with such really good and delicious results. Even those who have scorned bread for a pudding of the kind will begin to realize the value of the good old bread for a good pudding.

To the housewife and the budget lover, here is a first-class, delicious, low-calorie, delicious, economical and easy to make. They'll prove to be the answer to your prayers for quick, delicious, delicious, and low-calorie food for the family.

### Bread Pudding With Marmalade

- 1/2 Cupful of marmalade
- 1 Cupful of melted butter
- Bread
- Butter
- Grated rind of one lemon
- 1 Egg
- 1 Teaspoonful of sugar
- 1 Pinch of salt

Grease a pudding dish and cover the bottom of the dish with marmalade.

Into three spoons on top a layer of melted butter, which has been melted in cold water for a short time. Fill with alternate layers of bread, marmalade and butter. Finish with a layer of buttered bread and sprinkle with the lemon rind.

Beat the egg, add the sugar and beat again. Then the milk with the egg and sugar, pour over the pudding and let stand for an hour. Sprinkle with enough milk to moisten the bread thoroughly. Bake in a slow oven for 25 to 30 minutes. Serve with cream.

### Mocha Bread Pudding

- 1 Cupful of browned butter
- 1 Teaspoonful of salt
- 1 Egg, slightly beaten
- 1 Teaspoonful of milk
- 1 Cupful of brown sugar
- 1 Cupful of strong coffee
- 1 Cupful of cream, or milk
- 1 Pinch of salt

Arrange the bread in a greased baking dish, in alternate layers with

butter. Add milk and sugar to egg with coffee and cream or milk. Pour over bread and butter. Let stand twenty minutes, then place in pan of hot water and bake in a slow oven for 25 to 30 minutes. Serve with cream.

Beat the milk with the egg and sugar, pour over the pudding and let stand for an hour. Sprinkle with enough milk to moisten the bread thoroughly. Bake in a slow oven for 25 to 30 minutes. Serve with cream.

### Chestnut Bread Pudding

- 1 Cupful of milk
- 1/2 Cupful of dry bread crumbs
- 1 Egg
- 1 Teaspoonful of sugar
- 1 Teaspoonful of salt
- 1 Pinch of salt
- 1 Pinch of salt
- 1 Pinch of salt

Beat the milk with the egg and sugar, pour over the pudding and let stand for an hour. Sprinkle with enough milk to moisten the bread thoroughly. Bake in a slow oven for 25 to 30 minutes. Serve with cream.

cherries, here into a buttered baking dish and bake in a hot oven for 25 to 30 minutes. Serve with cream.

### Cherries Bread Pudding

- 4 Slices of cherries, toast
- 1/2 Cupful of apple sauce
- 1 Egg white
- 1 Teaspoonful of salt
- 1 Teaspoonful of brown sugar
- 1 Teaspoonful of ground brown rice

Line the bottom of a shallow baking dish with the cherries, toast and apple sauce. Sprinkle with the egg white and salt, then add the sugar and beat again. Add the brown sugar and salt. Bake the bread pudding in a hot oven for 25 to 30 minutes. Serve with cream.

### Glazed Bread Custard

- 1 Teaspoonful of salt
- 1 Teaspoonful of sugar
- 1 Teaspoonful of salt
- 1 Teaspoonful of salt
- 1 Teaspoonful of salt
- 1 Teaspoonful of salt
- 1 Teaspoonful of salt
- 1 Teaspoonful of salt

Beat the milk with the egg and sugar, pour over the pudding and let stand for an hour. Sprinkle with enough milk to moisten the bread thoroughly. Bake in a slow oven for 25 to 30 minutes. Serve with cream.

removed. Place on hot of the oven and on top of the bread. Cover with the remaining rolls in the oven and sprinkle with the rest of the mixture. Bake for 10 minutes. The rolls will be soft and moist. The bread will be soft and moist. The bread will be soft and moist.

**HUNTLEY & PALMER'S**

*Since 1826*

HAVE THE  
FLAVOR AND  
QUALITY  
TO GO ON FOR  
BUTTER QUALITY

**BISCUITS**

REACHED

**Learn NEEDLECRAFT... the NEW and EASY WAY!**

You Can't Go Wrong With Actual Pictures to Show You Every Step

**The Pictorial Guide to MODERN HOME NEEDLECRAFT**

Now in the new book "The Pictorial Guide to Modern Home Needlecraft" you will find all the latest and most popular needlecraft projects. The book is illustrated with actual photographs of the finished projects, so you can see exactly how to do them. The book is divided into sections for different types of needlecraft, and each section contains a list of projects and a description of the materials and tools needed. The book is a must-have for anyone who is interested in needlecraft.

**ONLY \$1.50**

**BOGE WITH CARE**

BOGE WITH CARE is a new book that shows you how to make the most of your Bogie. The book is illustrated with actual photographs of the finished projects, so you can see exactly how to do them. The book is divided into sections for different types of Bogie, and each section contains a list of projects and a description of the materials and tools needed. The book is a must-have for anyone who is interested in Bogie.

**HEAD COLD Got You Down?**

**Relieve Cough, Sore Throat and Runny Nose with Vicks Vapo-Rol**

Who knew an inhalant could do so much for you? Vicks Vapo-Rol is a powerful, natural, and safe remedy for all the common cold symptoms. It helps you breathe easier, soothes your throat, and relieves your congestion. Vicks Vapo-Rol is a must-have for anyone who is suffering from a cold.

**VICKS VAPOROL**

**CHILD'S COLDS**

Vicks Vapo-Rol is a safe and effective remedy for children's colds. It helps them breathe easier, soothes their throat, and relieves their congestion. Vicks Vapo-Rol is a must-have for anyone who has children.

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**THIS CAN OF CORN**

**Niblets**

**represents the new food standard of Canada**

Now that you can eat corn in a new way, you should be particularly interested in the new Niblets, which are made from the best corn in Canada. Niblets are a healthy and delicious snack that can be eaten in many ways. They are a must-have for anyone who is interested in healthy eating.

**MEAL PLANNING**

**COOKBOOKLETS**

Meal Planning Cookbooklets are a new series of small, easy-to-use cookbooks that provide you with all the information you need to plan your meals. They are a must-have for anyone who is interested in meal planning.

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**'specially for YOU!**

**if you refuse coffee because caffeine prevents sleep - try this!**

**drink delicious DR. JACKSON'S KOFY SUB**

**KOFY SUB**

Dr. Jackson's Kofy Sub is a new, delicious, and healthy beverage that is specially formulated for people who are sensitive to caffeine. It is a must-have for anyone who is interested in healthy drinking.









Save gasoline for Canada's war effort  
by installing new economical  
**CHAMPIONS!**



You will be pleasantly surprised with the gas saving effected by new Champion Spark Plugs because old, worn-out spark plugs or spark plugs less dependable than Champions waste gasoline.



Outstanding among Champion's many patented features is the Sillment seal which eliminates troublesome leakage common to ordinary spark plugs. Since leaky spark plugs overheat, causing pre-ignition, rough, wasteful and sluggish engine operation, it will pay you to insist on Champions.

High operating temperatures often cause pre-ignition—that sudden, annoying loss of power with rough, uneven engine operation which shows that your spark plugs either haven't the proper heat range, or have been thrown out of it by compression leakage through the spark plugs.

Champion Spark Plugs' revolutionary new and patented Sillment seal banishes troublesome gas or compression leakage common to ordinary spark plugs. It holds each spark plug rigidly within its assigned heat range, giving Champions the widest possible operating range. Pre-ignition, or its other extreme, fouling, is minimized. Get best performance, with greatest economy, by insisting on CHAMPIONS.

For trouble-free, economical engine operation, be sure your spark plugs are CHAMPIONS

MADE IN CANADA SINCE 1919

*You're always ahead with Champion!*  
SPARK PLUGS